

Mission Website Webinar

U.S. Department of State

Mission Websites Event Calendar DST/IIP September 19, 2018

Event Calendar

An awesome (not *that*) new site feature



Did you know ...

Your Mission Website has a robust calendar feature where you can record, promote, and track any events your post may want to list?!

Only 15 out of 194 posts are using it!

Special shout outs to:

India

Singapore

Eritrea

The American Institute in Taiwan

Event Calendar Basics

Main Components and Content Creation



Events

Similar to posts

BUT THEY'RE NOT POSTS

Have similar features though, including:

- Add media
- Use categories/topics to sort on the site

Categories

Help organize event types

Creates filters for users based on category

Can be color-assigned on the calendar for easier visibility

Locations

Important info

People need to know where to go to attend, right?!

Creates filter based on location

Embedded Google Map adds visual dynamism

Can be reused for recurring events or popular event locations

Let's see it in action

Some great live examples



Event Calendar All-Stars

- Singapore
- India
- The American Institute in Taiwan
- Eritrea

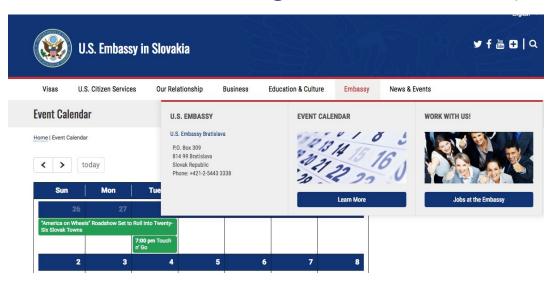
Let's add events!

Well, first the category and location, but we'll get there.



Event Calendar Site Nav

- Sitemap (of course), but that's not ideal for users
- Can't go under the News & Events section of the website -- recommend to go under "Embassy"



Promote the Calendar on Site!

- If you create a **post** about an event, promote the event calendar with a Custom Sidebar!
- Be sure to tag posts about events with the "Events" category for filter
 - Won't sync to calendar, but helps organization
- Promote on a homepage slide and/or make a sticky post for your blogroll on the homepage

Adding the Event Calendar

Step 1: Email the Help Desk at

embassy@america.gov

Step 2:

Just kidding, that's it! Seriously, it's that simple.



Questions?

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